1995 VIRGINIA SLIMS -- ASK VIRGINIA PLAN ALTERNATIVES

PUBLICATION	FS 25-44 % COVERAGE	WITHOUT "ASK VIRGINIA" # INS. (on budget)	WITHOUT "ASK VIRGINIA" GRPS	Approved Option WITH "ASK VIRGINIA" # INS. (with Vogue/on budget)	Approved Option WITH "ASK VIRGINIA" GRPS	Positioning Losses	Positioning Gains
CORE MAGAZINES							
							3 Agony 3 Masthead 3 Beauty Help
Cosmopolitan	16.1	10	161	12	193	1 back	3 Relationships
First For Women	6.4	8	51	8	51		
National Enquirer	17.4	6	104	6	104		
							12 Beauty &
New Woman	4.5	7	32	12	54		Fashion Edit
People	26.6	11	293	12	319		3 Picks-N-Pans
Redbook	14.3	9	129	12	172		12 Edit. Welc.
Soap Opera Magazine	2.2	5	11	5	11		
Soap Opera Weekly	5.9	5	30	5	30		
Star	10.6	7	74	7	74		
True Story	5.6	6	34	6	34		
TV Guide	32.0	8	256	8	256		
Woman's World	7.0	4	28	4	28		
YOUNGER MAGAZINES							
Allure	1.8	10	18	10	18		
Elle	2.6	5	13	5	13		
Entertainment Weekly	4.0	10	40	10	40		
Glamour	10.6	10	106	10	106		
Mademoiselle	4.2	10	42	10	42		
Marie Claire*	2.6	10	26	12	31		TBD
Rolling Stone	3.9	7	27	7	27		
Self	3.9	7	27	7	27		
Us	4.4	8	35	8	35		
Vogue	8.4	10	84	12	101		12 Horoscope
Working Mother	4.5	7	32	7	32		
OLDER MAGAZINES							
Better Home & Gardens	30.9	8	247	8	247		
Country America	2.3	5	12	5	12		
Country Home	6.9	5	35	5	35		
Family Circle	24.2	8	194	8	194		
Harper's Bazaar	2.0	5	10	5	10		
Home	3.0	5	15	5	15		
InStyle	4.3	8	34	8	34		
						2 backs,	
Ladies Home Journal	18.4	9	166	12	221	1 third	12 Back Talk
Life	10.4	7	73	0	0		
McCall's	16.8	8	134	8	134		
Movieline	0.6	6	4	6	4		
Southern Living	7.6	5	38	5	38		
Talk TV Weekly		1	0	1	0		
Time	11.8	5	59	0	0		
Vanity Fair	3.4	8	27	8	27		
Woman's Day	24.5	8	196	8	196		
Working Woman	4.5	7	32	7	32		
AVERAGE GRPS/MONTH			248		253		
Cost			15.0 MM		15.0 MM		

* Projected GRP's

Did we eliminate Life + Time to fund ask VA and stay in Budget

2040156519

Source: https://www.industrydocuments.ucsf.edu/docs/nxvy0004